



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember Rose
Herrera
District 8

SUBJECT: SEE BELOW

DATE: 03/19/2014

SUBJECT: APPROVAL OF THE DISTRICT 8 SENIOR HEALTH FAIR AND WALK AS A CITY SPONSORED SPECIAL EVENT, TO EXPEND CITY FUNDS AND AUTHORIZATION TO ACCEPT DONATIONS OF MATERIALS AND SERVICES FOR THE EVENT

RECOMMENDATION

1. Approve the District 8 Senior Health Fair and Walk scheduled for May 17, 2014, as a City Council sponsored Special Event and approve the expenditure of funds.
2. Approve and accept donations from various individuals, businesses or community groups to support the event.
3. Place the item on the April 8, 2014 Council Agenda for action.

BACKGROUND

On February 1, 2005, the City Council adopted Resolution 72517, which required Councilmembers to submit a memorandum to the Rules Committee regarding proposed City Council sponsored Special Events and the proposed use of any funds in Special Event Accounts.

The 6th Annual Senior Health Fair and Walk will take place on Saturday, May 17, 2014, at Eastridge Mall sponsored by Councilmember Rose Herrera. This special event will include a senior resource fair and promotes health through exercise and mall walking.

ANALYSIS

Approval by the Rules and Open Government Committee and the City Council of the event will ensure compliance with the Council's prior direction regarding Council Special Events. For the Senior Health Fair and Walk, Council District 8 will be using District funds to pay some event expenses. In compliance with existing fundraising disclosure requirements, Councilmember Herrera will report any cash or in-kind donations received for the event in her Disclosure of Fundraising Report. Approval of this memorandum will enable Council District 8, the City departments and the Office of the City Clerk to proceed with the event. If cash donations are received, the Office of the City Clerk will deposit the funds to the City's Gift Trust fund and

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follow the City's normal cash collection procedures. Subsequently, the City Clerk will return to the City Council for necessary actions involving the receipt and appropriation of funds consistent with the Special Events resolution and standard City procedures.

EVALUATION AND FOLLOW-UP

The Office of the City Clerk and Councilmember Herrera will issue an information memo detailing the results of the events.

PUBLIC OUTREACH/INTEREST

This action does not meet the criteria set below; however the Office of the City Clerk will post the item on the City's Website for the 4/8/2014 Council Agenda.

COORDINATION

This memorandum has been coordinated with the City Attorney's Office.

CEQA

Not a project.

A handwritten signature in black ink, appearing to read "Toni J. Taber", with a stylized flourish at the end.

TONI J. TABER, CMC
City Clerk

For questions, please contact Toni Taber, City Clerk, at (408) 535-1260.